

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 484802 /		<u>Alt Order #</u> 06226637
<u>Product</u> DEAN HELLER 4 SENATE		
<u>Contract Dates</u> 09/26/12 - 10/02/12		<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 10/02/12 / 10/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 19	KVVU	09/27/12	09/27/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---2---				2	\$100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/24/12-09/30/12	Cops/Dog The Bounty Hunter	1-2pm	----Th----	:30		\$100.00	NM		
		See MG 19.3, 19.4										
	2	KVVU	09/24/12-09/30/12	Cops/Dog The Bounty Hunter	1-2pm	----Th----	:30		\$100.00	NM		
		See MG 19.3, 19.4										
	3	KVVU	09/24/12-09/30/12	Cops/Dog The Bounty Hunter	1-2pm	----Th----	:30		\$100.00	NM		
	Ⓜ	MG for 19.1, 19.2										
	4	KVVU	09/24/12-09/30/12	Cops/Dog The Bounty Hunter	1-2pm	----Th----	:30		\$100.00	NM		
	Ⓜ	MG for 19.1, 19.2										
E 25	KVVU	09/26/12	09/28/12	The Dr. Oz Show	4-5p		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--WTF--				3	\$175.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	KVVU	09/24/12-09/30/12	The Dr. Oz Show	4-5p	---WThF----	:30		\$175.00	NM		
		See MG 25.4										
	4	KVVU	10/01/12-10/02/12	More M-F 9-10a	M-F 9a-10a	MTu-----	:30		\$175.00	NM		
	Ⓜ	MG for 25.3 09/28										
E 26	KVVU	10/01/12	10/02/12	The Dr. Oz Show	4-5p		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MT-----				2	\$175.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	The Dr. Oz Show	4-5p	MTu-----	:30		\$175.00	NM		
		See MG 26.3										
	3	KVVU	10/02/12-10/02/12	Extra	M-F 1:05-1:35am	-Tu-----	:30		\$175.00	NM		
	Ⓜ	MG for 26.1 10/02										
E 27	KVVU	09/26/12	09/28/12	Fox 5 News at 5	5-530p		:30			NM	2	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--WTF--				3	\$275.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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Henderson, NV 89014
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<u>Contract / Revision</u> 484802 /		<u>Alt Order #</u> 06226637
<u>Contract Dates</u> 09/26/12 - 10/02/12	<u>Product</u> DEAN HELLER 4 SENA	<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 10/02/12 / 10/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/24/12-09/30/12	Fox 5 News at 5	5-530p	---WThF---	:30		\$275.00	NM		
			See MG 27.4,27.5									
	2	KVVU	09/24/12-09/30/12	Fox 5 News at 5	5-530p	---WThF---	:30		\$275.00	NM		
			See MG 27.4,27.5									
	3	KVVU	09/24/12-09/30/12	Fox 5 News at 5	5-530p	---WThF---	:30		\$275.00	NM		
			See MG 27.4,27.5									
	4	KVVU	09/26/12-09/28/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	---WThF---	:30		\$600.00	NM		
			Ⓜ MG for 27.1,27.3,27.2									
	5	KVVU	09/30/12-09/30/12	Friends Weekend	5-6p	-----Su	:30		\$225.00	NM		
			Ⓜ MG for 27.1,27.3,27.2									
N 32	KVVU	10/01/12	10/02/12	MORE Access	630-7pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	MT-----				2	\$200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	10/01/12-10/07/12	MORE Access	630-7pm	MTu-----	:30		\$200.00	NM		
			Credited									
N 34	KVVU	10/01/12	10/02/12	Extra	M-F 7-730p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	MT-----				2	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	Extra	M-F 7-730p	MTu-----	:30		\$300.00	NM		
			Credited									
Totals											106	\$51,200.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	69	\$41,225.00	\$35,041.25
10/01/12 - 10/02/12	37	\$9,975.00	\$8,478.75
Totals	106	\$51,200.00	\$43,520.00

Signature: _____ Date: _____

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FROM REP OCT2/12 08.54
CHANGES *** KVVU-TV ***

WASHINGTON, DC 20007

CLASS: NATL. LOCAL REGIONAL

LOCAL

(CH₃)

CO-OP BILLING NEEDED

DATE OCT2/12 08.54

NEW TOTAL \$51200 (-500)
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
32		S	600P-700P	30		\$200.00	10/1	10/2	1		M-TU	1
PROGRAM : MORE CON COM1 : MAX 1X DAY CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT1												
34		S	700P-730P	30		\$300.00	10/1	10/2	1		M-TU	1
PROGRAM : EXTRA CON COM1 : MAX 1X DAY CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT1												
STATION MAKEGOOD OFFERS:												
M6	OK'D	BUY#32	MISSED:M-TU/600P-700P				OCT1		30S	\$200.00	(OCT1/12)	
		BUY#34	M-TU/700P-730P				OCT1		30S	\$300.00		
OFFER: NONE												
CMT:SPOTS N/A. FLIGHT ENDING PLS CREDIT.												

REP HEADLINE# 6226637 TRF# 484802
\$\$\$ MOD# 5: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT2/12 08.54
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

SEP/12	41225.00		OCT/12			\$9,975.00						
CONTRACT TOTAL 51200.00												
TOTAL SPOTS 106												

MARKET TOTALS \$258,500 KVVU 20% KSNV 28% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE